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ABSTRACT

This guide contains descriptions and objectives for courses in newspaper writing, advanced newspaper writing, and yearbook journalism for high school students. The course objectives stress the importance of concise writing, accurate reporting, and polishing of special skills such as photography, feature-writing, and editorial writing. The document includes a course outline useful in beginning and advanced courses of instruction, a 36-item bibliography for newspaper journalism, and a 14-item bibliography for yearbook journalism. (RB)

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CEDAR FALLS COMMUNITY SCHOOLS
903 Washington
Cedar Falls, Iowa

High School English Department

Newspaper Journalism
Advanced Journalism

February, 1974

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CS 201 152

NEWSPAPER JOURNALISM PHASE 3-5

COURSE DESCRIPTION

Newspaper Journalism is a writing course stressing clear, concise, expository writing. Students will gather information through interviewing and prepare interesting, understandable writing for publication in the school newspaper. Opportunities for working with photography, cartooning and advertising will also be offered.

COURSE OBJECTIVES

1. To understand the importance of clarity and conciseness in writing.
2. To distinguish between objective writing and opinion.
3. To work in a cooperative situation, for a common goal, producing the school newspaper.
4. To understand the publication process.
5. To understand the media's responsibility for fairness, accuracy and balance.

ACHIEVEMENT LEVEL

The student should have a good command of mechanical writing skills--spelling, punctuation and usage. Frequent writing assignments are required.

JOURNALISM II-ADVANCED NEWSPAPER PHASE 3-5

COURSE DESCRIPTION

Journalism II-Advanced Newspaper offers students an opportunity to assume editorial positions and leadership roles in producing the school newspaper. Students in this course will plan each issue of the school's weekly newspaper. They will be responsible for designing the paper's format and for actual production of each issue.

COURSE OBJECTIVES

1. To develop leadership by assuming responsibility for all aspects of the school paper.

2. To develop individual researching and reporting skills.

3. To specialize and polish skills in areas of individual interest or skills such as feature-writing, photography, or columns.

ACHIEVEMENT LEVEL

Students must successfully complete Newspaper Journalism to enroll in Journalism II-Advanced Newspaper.

COURSE OUTLINE

I. What is news?

A. Elements of news
1. Interest
2. Proximity
3. Timeliness
4. Other factors which modify news values.

B. Newspaper functions

C. Types of news and functions of each
1. Spot news
2. Depth reporting

D. Functions of the free press in the United States
1. News analysis and interpretation
2. Editorials
3. Signed opinion

II. Newswriting

A. The inverted pyramid and reasons for its use in newspapers

B. The news lead

C. Rules for writing leads

III. Where does a paper get its news?

A. News sources

B. Beats

C. Assignments

D. Reporter awareness

IV. Interviewing

A. Purposes of interviewing

B. Types of interviews
1. Informative
2. Opinion
3. Feature
4. Group
   a. 'Inquiring reporter'
   b. Symposium

C. Arranging interviews

D. Preparing for interviews

E. Planning an approach to begin an interview

F. Conducting the interview

G. Writing the interview story

V. Feature writing

A. Purposes of features

B. Types of features
   1. Narrative feature
   2. Expository feature
   3. News feature
   4. Historical features
   5. Personality sketches
   6. Special types of features
      a. Travel features
      b. Anniversary or holiday features
      c. News-summary features
      d. Interpretive features
      e. Fads and fashions features

C. Useful techniques for writing various types of features
   1. Importance of lead
   2. Unorthodox forms may be used
   3. Conclusions of "punch lines" may be appropriate

VI. Editorials

A. Why are editorials necessary?
   1. Increase readers' understanding, make people think.
   2. Watchdogs over government and society
   3. Propose civic improvement

B. Types of editorials
   1. Interpretive editorials
   2. Editorials of criticism
   3. Editorials of appreciation
   4. Editorials of entertainment

C. How to write editorials

D. Preparing to write an editorial
   1. Thinking the topic through
   2. Researching the topic
   3. Limiting the topic

E. Other forms of editorial material
   1. Columns
   2. Surveys
   3. Guest editorials
   4. Editorial cartoons
   5. Letters to the editor

F. Typographical differences make the editorial page separate from other parts of the paper
   1. Different type faces, column width often used
   2. Mast
   3. Standing heads
   4. Absence of advertising on this page

VII. The column

A. Editorial columns
   1. Can comment on events, personalities, situations.
   2. Informal, personal commentary

B. Sports columns
   1. Appropriate topics
   2. Sidelights, comments on teams may be included

C. Humor columns
   1. Purpose is entertainment
   2. Inside jokes, gossip are unsuitable

VIII. Human interest stories

A. Characteristics of human interest stories

B. Topics from which human interest stories may be developed

C. Techniques for writing the story

IX. Sportswriting

A. The advance story

B. The coverage story

C. The sports feature or interpretive story

X. Photography

A. Elements of good photos

B. Darkroom equipment and photo processing

C. Importance of cropping

D. Camera use and care

E. Photo composition techniques

F. Importance of cutline

XI. Headlines

A. Functions of headlines

B. Unit system for counting headlines

C. Rules for writing headlines for news and features

XII. Advertising

A. Purposes and special functions of local, national, regional and classified ads

B. How advertising is sold

C. Qualities of effective ads

D. Features of ads

XIII. Makeup

A. Reasons orderly makeup is needed

B. Theories of makeup
   1. Vertical
   2. Horizontal
   3. Other

XIV. Copyreading and proofreading

A. Definition of copyreading

B. Definition of proofreading

C. Importance of each

XV. Restraints on the press

A. Libel laws

B. Constitution

C. Pressures on the press

XVI. Public relations

A. Researching the product and the audience

B. Planning a program

C. Communicating to the audience

D. Evaluating how well the message came across

XVII. Electronic media

A. Advertiser control

B. FCC Control

C. Crusading editorials and documentaries

D. Differences in writing for broadcast and writing for publication

E. News sources

XVIII. Government news agencies and the foreign press

A. USIA

B. Tass, Reuters

XIX. History of American journalism

A. Biographical sketches of famous American journalists

B. Press law
   1. Rights of press guaranteed by constitution
   2. Responsibilities of the press
   3. Libel laws
   4. Privileged information
   5. Contempt of court
   6. Fair trial and a free press
   7. Right to privacy in photography and printed word

NEWSPAPER JOURNALISM
JOURNALISM II - ADVANCED NEWSPAPER

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Wood, William. Electronic Journalism. Columbia Press, 1967.

PERIODICALS

The Des Moines Register.

Editor and Publisher.

Quill and Scroll.

Scholastic Editor.

YEARBOOK JOURNALISM PHASE 3-5

COURSE DESCRIPTION

Yearbook Journalism students will plan, design, produce and sell the school yearbook. Class members will design the content, format and theme for the publication and complete all steps of the publication process. Working in a laboratory situation, students will work with such things as layout methods, photography, and sales.

COURSE OBJECTIVES

1. To provide a historical record of a school year by and for people who experienced it.
2. To compile an accurate, complete reference book.
3. To prepare a representation of student life and culture.
4. To design and publish a creative, unified product.

ACHIEVEMENT LEVEL

Students enrolling for Yearbook Journalism should have high interest and ability in school activities and publications. They should also have strong abilities in writing or photography.

YEARBOOK JOURNALISM

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PERIODICALS

Photolith

Quill and Scroll

Taylor Talk